



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: Mobile, AL

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Midland Crowd	11.4%	Population	409,542	416,382
Southern Satellites	8.6%	Households	154,868	158,178
Modest Income Homes	8.1%	Families	108,066	108,446
Rustbelt Traditions	7.0%	Median Age	35.7	36.4
Family Foundations	5.3%	Median Household Income	\$38,640	\$42,480

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	65	\$1,779.99	\$275,663,700
Men's	67	\$330.49	\$51,181,581
Women's	62	\$599.71	\$92,876,583
Children's	70	\$305.97	\$47,384,438
Footwear	58	\$293.98	\$45,527,446
Watches & Jewelry	68	\$135.30	\$20,953,732
Apparel Products and Services <sup>1</sup>	77	\$114.55	\$17,739,920
<b>Computer</b>			
Computers and Hardware for Home Use	70	\$152.75	\$23,656,798
Software and Accessories for Home Use	69	\$20.74	\$3,211,370
<b>Entertainment &amp; Recreation</b>	72	\$2,452.71	\$379,846,278
<b>Fees and Admissions</b>	67	\$411.01	\$63,652,784
Membership Fees for Clubs <sup>2</sup>	68	\$107.93	\$16,715,537
Fees for Participant Sports, excl. Trips	69	\$77.90	\$12,064,956
Admission to Movie/Theatre/Opera/Ballet	67	\$99.89	\$15,469,357
Admission to Sporting Events, excl. Trips	71	\$40.87	\$6,329,904
Fees for Recreational Lessons	65	\$84.41	\$13,073,030
<b>TV/Video/Sound Equipment</b>	74	\$856.05	\$132,574,473
Community Antenna or Cable Television	76	\$504.60	\$78,146,984
Color Televisions	71	\$97.78	\$15,143,715
VCRs, Video Cameras, and DVD Players	72	\$28.08	\$4,348,705
Video Cassettes and DVDs	73	\$44.22	\$6,848,746
Video Game Hardware and Software	74	\$24.19	\$3,746,870
Satellite Dishes	67	\$1.03	\$159,953
Rental of Video Cassettes and DVDs	73	\$43.84	\$6,790,112
Sound Equipment <sup>3</sup>	68	\$108.10	\$16,741,019
Rental and Repair of TV/Sound Equipment	72	\$4.19	\$648,369
Pets	74	\$324.84	\$50,306,575
Toys and Games	74	\$134.01	\$20,754,457
Recreational Vehicles and Fees <sup>4</sup>	73	\$332.07	\$51,426,917
Sports/Recreation/Exercise Equipment <sup>5</sup>	63	\$146.24	\$22,647,973
Photo Equipment and Supplies <sup>6</sup>	71	\$97.92	\$15,164,354
Reading <sup>7</sup>	71	\$150.57	\$23,318,745
<b>Food</b>	73	\$6,145.55	\$951,749,199
<b>Food at Home</b>	73	\$3,692.66	\$571,874,371
Bakery and Cereal Products	73	\$529.43	\$81,992,320
Meat, Poultry, Fish, and Eggs	74	\$973.31	\$150,734,612
Dairy Products	73	\$400.53	\$62,028,582
Fruit and Vegetables	72	\$627.64	\$97,200,828
Snacks and Other Food at Home <sup>8</sup>	74	\$1,161.75	\$179,918,029
<b>Food Away from Home</b>	72	\$2,452.89	\$379,874,828
Alcoholic Beverages	70	\$435.69	\$67,474,051
Nonalcoholic Beverages at Home	74	\$323.75	\$50,138,337



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<b>Financial</b>			
Investments	67	\$997.43	\$154,470,642
Vehicle Loans	77	\$4,703.78	\$728,464,314
<b>Health</b>			
Nonprescription Drugs	76	\$92.93	\$14,392,367
Prescription Drugs	81	\$466.91	\$72,308,728
Eyeglasses and Contact Lenses	73	\$60.96	\$9,441,188
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	68	\$5,901.66	\$913,977,722
Maintenance and Remodeling Services	66	\$1,308.49	\$202,643,404
Maintenance and Remodeling Materials <sup>10</sup>	71	\$264.90	\$41,024,340
Utilities, Fuel, and Public Services	76	\$3,321.95	\$514,464,109
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	70	\$97.32	\$15,072,352
Furniture	70	\$447.72	\$69,337,360
Floor Coverings	65	\$59.05	\$9,145,226
Major Appliances <sup>12</sup>	71	\$209.78	\$32,487,811
Housewares <sup>13</sup>	67	\$70.89	\$10,979,046
Small Appliances	72	\$26.43	\$4,093,731
Luggage	68	\$7.05	\$1,091,192
Telephones and Accessories	62	\$29.72	\$4,603,396
<b>Household Operations</b>			
Child Care	69	\$288.20	\$44,633,457
Lawn and Garden <sup>14</sup>	74	\$331.54	\$51,344,584
Moving/Storage/Freight Express	69	\$37.15	\$5,753,658
Housekeeping Supplies <sup>15</sup>	74	\$571.53	\$88,511,923
<b>Insurance</b>			
Owners and Renters Insurance	76	\$363.43	\$56,283,827
Vehicle Insurance	74	\$1,077.71	\$166,903,016
Life/Other Insurance	74	\$474.91	\$73,548,582
Health Insurance	76	\$1,498.92	\$232,134,889
Personal Care Products <sup>16</sup>	73	\$345.92	\$53,572,664
School Books and Supplies <sup>17</sup>	73	\$88.00	\$13,629,114
Smoking Products	80	\$387.68	\$60,039,891
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	75	\$4,296.16	\$665,337,885
Gasoline and Motor Oil	76	\$1,536.19	\$237,906,451
Vehicle Maintenance and Repairs	72	\$767.87	\$118,918,822
<b>Travel</b>			
Airline Fares	66	\$270.14	\$41,835,386
Lodging on Trips	69	\$280.93	\$43,507,598
Auto/Truck/Van Rental on Trips	66	\$28.56	\$4,423,090
Food and Drink on Trips	70	\$328.14	\$50,818,981

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.